

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

<u>Contract / Revision</u> 499944 /		<u>Alt Order #</u> 06393116
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/24/12 - 10/29/12		<u>Estimate #</u> 2206
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/24/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$3,500.00			
N 2	KVVU	10/24/12	10/29/12	The Dr.Oz Show	4-5p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$500.00			
N 3	KVVU	10/24/12	10/29/12	Fox 5 News at 5	5-530p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$950.00			
N 4	KVVU	10/24/12	10/29/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$1,025.00			
N 5	KVVU	10/24/12	10/29/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$1,250.00			
N 6	KVVU	10/24/12	10/29/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$1,225.00			
N 7	KVVU	10/29/12	10/29/12	Bones	Mon 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$7,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Bones	Mon 8p-9p	M-----	:30		\$7,500.00	NM		
	See MG 7.2											
	2	KVVU	10/27/12-10/28/12	BB World Series	330pm-8pm	-----SaSu	:30		\$7,500.00	NM		
	Ⓜ MG for 7.1 10/29											
N 8	KVVU	10/27/12	10/27/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$2,100.00			
Totals											8	\$18,050.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>		<u>Alt Order #</u>
499944 /		06393116
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/29/12	SENATE MAJORITY PA	2206
<u>Advertiser</u>		<u>Original Date / Revision</u>
Senate Majority PAC		10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	8	\$18,050.00	\$15,342.50
10/29/12 - 10/29/12	0	\$0.00	\$0.00
Totals	8	\$18,050.00	\$15,342.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6393116 TRF# 499944
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES OCT24/12 08.58
*** KVVU-TV ***

ADV # ADV. NAME ISS/SENATE MAJORITY PAC

AGY # AGY. NAME WATERFRONT STRATEGIES

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # 762 SALESMAN #

BUYER NAME SARAH LEVENE

SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6393116

CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST#2206 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 08.58

REP: TO ROSE
FR NIKKI
OK'D M1 SEE LINE 9
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
7	S		800P-900P	30		\$7,500.00	10/29	10/29	0		MON	0
PROGRAM : BONES												
CON COM1: BONES												
9	A		430P-800P	30		\$7,500.00	10/27	10/28	1		SA-SU	1
PROGRAM : WORLD SERIES												
ORD COM1: SPOT N/A DUE TO THE WORLD SERIES. MG OFFER 'WORLD SERIES'. NOT PRE-												
ORD COM2: BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-7 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 94 AGENCY EST# = 2206
AGENCY PRODUCT CODE = 100

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 08.58
 *** KVVU-TV ***
 REP HEADLINE# 6393116 TRF# 499944
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#7 MISSED: MON/800P-900P OCT29 30S \$7,500.00 (OCT23/12)
 OFFER: SA-SU/430P-800P OCT27 30S \$7,500.00 PLS ADVISE.
 CMT: SPOT N/A DUE TO THE WORLD SERIES. MG OFFER 'WORLD SERIES'. NOT PRE-
 CMT: BOOKED PLS APPROVE.

OCT/12	18050.00	NOV/12	\$.00									
--------	----------	--------	--------	--	--	--	--	--	--	--	--	--

CONTRACT TOTAL 18050.00
 TOTAL SPOTS 8

MARKET TOTALS \$106,176 KVVU 17% KSNV 22% KLAS 33% KTNV 28% KVMY 0% KVCW 0% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6393116
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT23/12 15.59
*** KVVU-TV ***

ADV # ADV. NAME ISS/SENATE MAJORITY PAC REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME SARAH LEVENE

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # 499944 CONTRACT # 6393116 CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST#2206 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT23/12 15.59

REP: TO ROSE
FR NIKKI
NEW SENATE MAJORITY PAC ORDER
TOTAL \$18050
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 94
AGENCY PRODUCT CODE = 100
AGENCY EST# = 2206

1			1000P-1100P	30		\$3,500.00	10/24	10/29	1		W-F,M	1
---	--	--	-------------	----	--	------------	-------	-------	---	--	-------	---

PROGRAM : FOX 5 NEWS AT 10P
CON COM1: FOX 5 NEWS AT 10P

2			400P-500P	30		\$500.00	10/24	10/29	1		W-F,M	1
---	--	--	-----------	----	--	----------	-------	-------	---	--	-------	---

PROGRAM : DR OZ
CON COM1: DR OZ

3-4p

REP HEADLINE# 6393116
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT23/12 15.59
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$950.00	10/24	10/29	1		W-F,M	1
4			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$1,025.00	10/24	10/29	1		W-F,M	1
5			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$1,250.00	10/24	10/29	1		W-F,M	1
6			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	30		\$1,225.00	10/24	10/29	1		W-F,M	1
7			800P-900P PROGRAM : BONES CON COM1: BONES	30		\$7,500.00	10/29	10/29	1		MON	1
8			1000P-1100P PROGRAM : FOX 5 NEWS AT 10PM SAT CON COM1: FOX 5 NEWS AT 10PM SAT	30		\$2,100.00	10/27	10/27	1		SAT	1
OCT/12			10550.00	NOV/12		\$7,500.00						
CONTRACT TOTAL												18050.00
TOTAL SPOTS												8

MARKET TOTALS \$106,176 KVVU 17% KSNV 22% KLAS 33% KTNV 28% KVMY 0% KVCW 0% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*